

Announcing

THE NEWLY REDESIGNED COMPLETE LINE OF

PORTER NEW
EASY
POWER
Cutters

Take a good look at this *improved* Porter Cutter. Why? Because it is your ticket to bigger profits in 1948.

Redesigned from handle tip to cutting head with 15 basic improvements, the new complete line of Porter Cutters is a triumph both in design and quality. It blazes new trails. So advanced in engineering principle are these improved Porter Cutters that they set absolutely new standards of cutting *ease*, *speed* and *safety*. Study each of the 15 features shown. Each is important to your customers — and to you.

Do you want a line that bristles with selling points? There's a Porter model for every cutting requirement — each with 15 new profit features. Do you want a line that will quickly respond to store promotion and display? 1948 promises to be the biggest Porter year ever. Push Porter Cutters because it is both the **POWER** line and the **PROFIT** line.

ORDER NOW from your jobber and Join the Porter Profit Parade. Prompt deliveries on all models.

THE **POWER** LINE
IS THE
PROFIT
LINE



15 NEW FEATURES

1. New spring control so material cannot wedge under straps.
2. New lock plate holds spring and jaw bolts in firm position.
3. Tempered carbon steel straps.
4. No protruding screws or bolts to "catch" while positioning for cut.
5. Bushing in center joint.
6. Greater strength (30%) in sections and handles.
7. New longer-wearing buffers.
8. Curved handles decrease armspread and wrist bend — easier to handle — stronger pull (permits greater closing pressure and thereby increases capacity cut).
9. Improved hand grip — fits palm — reduces fatigue.
10. Metal handle stop in case buffers wear — prevents pinching hands.
11. Cutting jaws plainly marked showing capacity and type of metal safely cut.
12. All bolts heat-treated.
13. Handles designed to take all style jaws.
14. Better balanced tool.
15. Colorful red finish that has eye-catching appeal.

H. K. PORTER, INC.

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Somerville 43, Mass.

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